

Message Text

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E.O. 11652: N/A

TAGS: BEXP, ETRD, GE

SUBJECT: EAST GERMANY: IDENTIFICATION OF GDR ENTITY

REF: USDOC 19600 (NOTAL)

1. ASIMEX IS GDR REPRESENTATIVE FIRM DEALING PRIMARILY IN SPECIALTY FOOD PRODUCTS AND STIMULANTS (BERLIN A196). NAME OF FIRM DERIVES FROM THAT OF MANAGER, ONE GUENTER ASBECK, ADN FIRM'S IMPORT AND EXPORT FUNCTIONS. FIRM WAS FOUNDED IN 1969 OR 1970 AND REPRESENTS NUMEROUS FOREIGN COMPANIES, INCLUDING SUCH AMERICAN FIRMS AS NATIONAL DISTILLERS CORP., PEPSI-COLA, INC., AND SEAGRAMS, INC. AS IN CUSTOMARY FOR SUCH GDR ENTITIES, ASIMEX HANDLES SEVERAL COMPETITING PRODUCT LINES. NUMBER TWO MAN IN FIVE -MAN ASIMEX OPERATION IS A HERR (FNU) RICHTER.

2. AS REPRESENTATIVE FIRM, ASIMEX CONCLUDES AGENCY CONTACTS WITH FOREIGN COMPANIES BUT IS NOT AUTHORIZED TO ENTER INTO SALES CONTRACTS OR INTO AGREEMENTS INVOLVING IMPORTS OF PLANT, EQUIPMENT OR TECHNOLOGY. EAST GERMAN FTO ZENTRAL-KOMMERZ IS ENTITY WHICH FORMALIZES BUSINESS DEALS ARRANGED BY ASIMEX. IN RECENT PAST, ASIMEX HAS BEEN STRIVING TO CONCLUDE LICENSING AND/OR BOTTLING ARRANGEMENTS WITH VARIOUS FOREIGN SUPPLIERS. FOR MOST PART, THESE EFFORTS HAVE NOT MET WITH SUCCESS BUT FRG FIRM "UNDERBERG",
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MANUFACTURER OF DIGESTIVE BITTERS, HAS AGREED TO EAST GERMAN MANUFACTURE AND BOTTLING OF ITS TRADEMARKED PRODUCT.

3. LITTLE IS KNOWN ABOUT ASIMEX AND ITS PERSONNEL, ALTHOUGH THERE ARE RUMORS THAT ASBECK HAS QUESTIONABLE PAST AND PERHAPS PPRESENT CONNECTIONS. NEVERTHELESS, CONSIDERING PRESENT RELATIONS BETWEEN ASIMEX AND REPUTABLE AMERICAN FIRMS AND EAST GERMAN CONDITIONS FOR DOING BUSINESS (BERLIN A-242), IT WOULD APPEAR ASIMEX IS ACCEPTABLE GDR BUSINESS PARTNER FOR U.S. COMPANIES. IN PRESENT CASE, ZENTRAL-KOMMERZ AND GDR CENTRAL OFFICE FOR INTERNATIONAL LICENSES WOULD ALSO BE INVOLVED IN NEGOTIATION AND CONCLUSION OF AGREEMENT. IN STRAIGHT TRADE TRANSACTIONS, ASIMEX RECEIVES 5 PERCENT COMMISSION ON SALES TO GDR BUT WE HAVE NO INFORMATION REGARDING COMPENSATION IT RECIEVES FOR LICENSING ARRANGEMENTS.KLEIN

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Message Attributes

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